Mr. Harry Livingstone
P.O.Box 7149
Baltimore, Md. 21218

8/1/89

Dear Harry,

Congratulations on your great success! The radio talk shows are undervalued and unappreciated for reaching people on this subject. It is by them that I was able to reach people beginning with my first book. When you have a chance you should get a list of them and I think you'll be surprised at the number that will air you by phone. When I got Whitewash IV out I was broke and unable to travel and by phoned-to talk shows soon got all the costs of printing back. I sold Whitewash I out in New York by one TV show. And some of them, you should learn, at night reach enormous areas. One radio show in New York got me immediate responses from the antilles and a guy who said he was hundreds of miles north of the closest bookstore in Canada. I am out of touch now but of the stations that in the past carried such programs and have widespread audience, there is WBZ, in Boston (in Boston also, I don't know the station, is Jerry Williams, who was big on this subject in 1966-7), WCAU, Phila., WBBM, Chicago, all clear-channel.

I'm sorry you did not speak to me about both printing and reprinting because unless the technology has changed web presses are ~~mxxxxxxxxly~~ less efficient and more costly and belt. And if you have a new printer, you should be getting the film and plates and reduce costs by reusing them. I printed every edition of the many of WhitewashI from one set of plates. You may be paying for shooting the ~~nagives,~~ negatives making them up, blueprinting them and making the plates for nothing this printing.

Stay away from a mass printing! Too risky and reprinting is safe and not that much more. It is much less than having unsold copies, especially when you have only limited means of reaching potential buyers.

You should also place an ad in Books In Print, Bowker. We have one every year and people, libraries and bookstores use it. They'll also list you as in print in their directory in which the ad is placed.

You'd better get an accounting of the books Robert sold and of all his mailing costs before it is time to pay taxes or you can get in real trouble and you can also waste a lot of money. Keep track of the books you give him and at least have a ballpark figure.

Nothing new in what you say about the press in general and AP in particular. When I held a Washington press conference on my spectro lawsuit the Post reporter turned in a full column and it was set in type and then killed. There was news in it and that, as a matter of policy, made it un-newsworthy.

Yes, the talk shows are stimulating and a challenge, especially when you have to respond to nuts without telling them they are nutty.

Re what you say about the NYTimes: They got 12 freebess of me of the first book at a time they had a daily listing of Books Received and never once mentioned it or those that followed. I made them pay for the 13th and subsequent copies. I got into the Times as news, not as a book, by approaching a reporter who saw the news value and got his editors to agree. One was not unfriendly to ~~mxxx~~ me and that made it easier.

Hope your good luck continues and don't think of a paperback reprint until you have sold all you can yourself. They pay little and cheat much. I've never gotten a straight accounting from Bell and they printed at least one edition they did not include in any supposed accounting. Play it carefully and safe and don't get into what you can't expect to handle safely.

Best wishes,

Harold